

DEC 29 1924 /

©CIL 20970 ✓

THE MIRAGE /

Photoplay in 6 reels /

From the Play by Edgar Selwyn / ✓

Directed by Geo. Archainbaud

Author of the Photoplay (under section 62)
Regal Pictures, Inc. of U.S. ✓

DEC 29 1924

Washington, D. C.

Register of Copyrights
Washington, D. C.

Dear Sir:

I herewith respectfully request the return of the following
named motion picture films deposited by me for registration of
copyright in the name of Regal Pictures, Inc.

The Mirage - 6 reels

Respectfully,

FULTON BRYLAWSKI

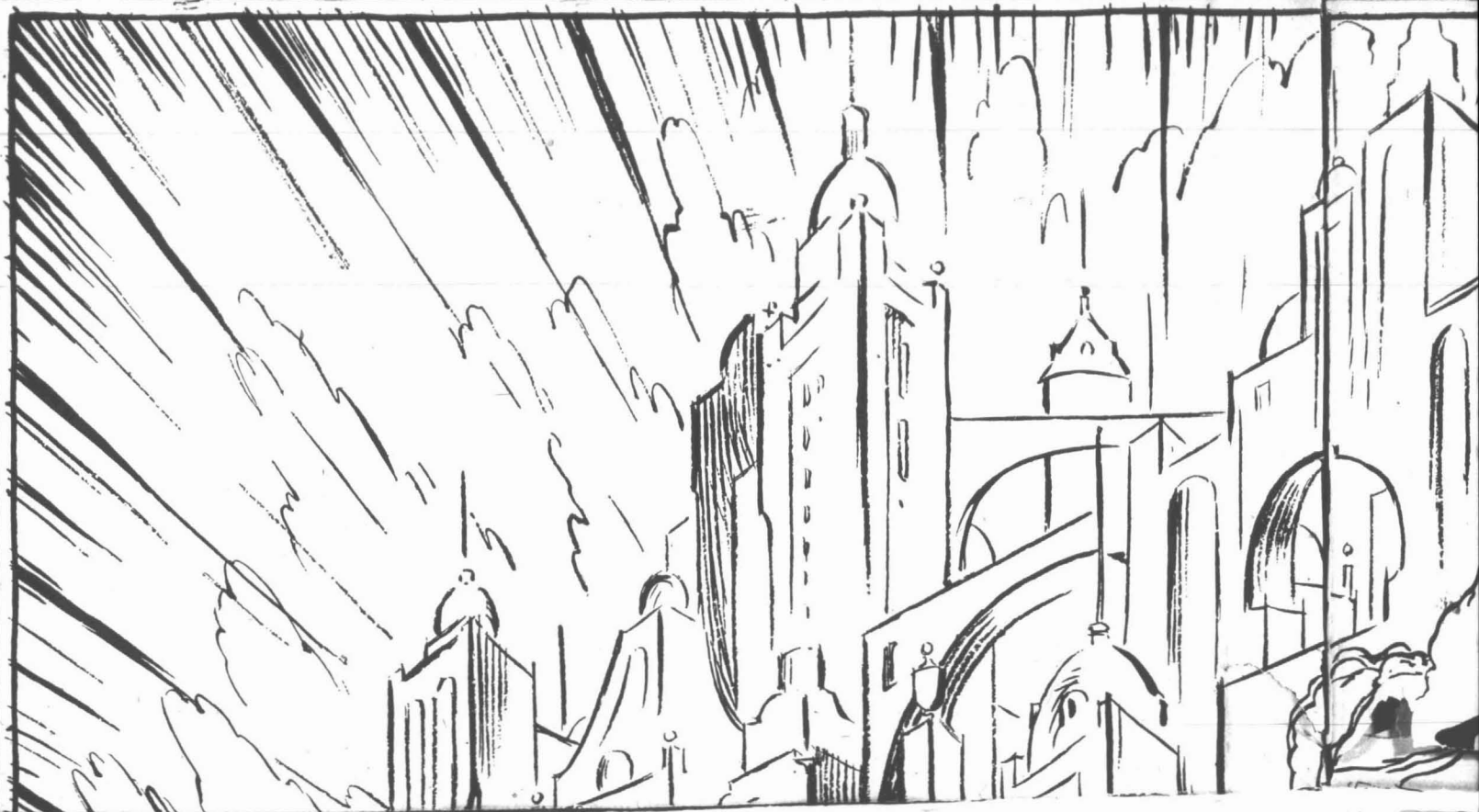
The Regal Pictures, Inc.
hereby acknowledges the receipt of two copies each of the
motion picture films deposited and registered in the Copyright
Office as follows:

<u>Title</u>	<u>Date of Deposit</u>	<u>Registration</u>
The Mirage	12-29-24	©CIL 20970

The return of the above copies was requested by the said
Company, by its agent and attorney on the 29th day of
Dec. 1924 and the said Fulton Brylawski for himself, and as
the duly authorized agent and attorney of the said Company,
hereby acknowledges the delivery to him of said copies, and
the receipt thereof.

DEC 31 1924





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A g
Edgar
Adapted by
C. Gardner Sullivan

The story of



FLORENCE
VIDOR *in*
"The
MIRAGE"

with CLIVE BROOK

A gorgeous screen production of
Edgar Selwyn's brilliant stage success

Adapted by
C. Gardner Sullivan

Directed by
George Archainbaud

The story of a small-town girl—a moth—who



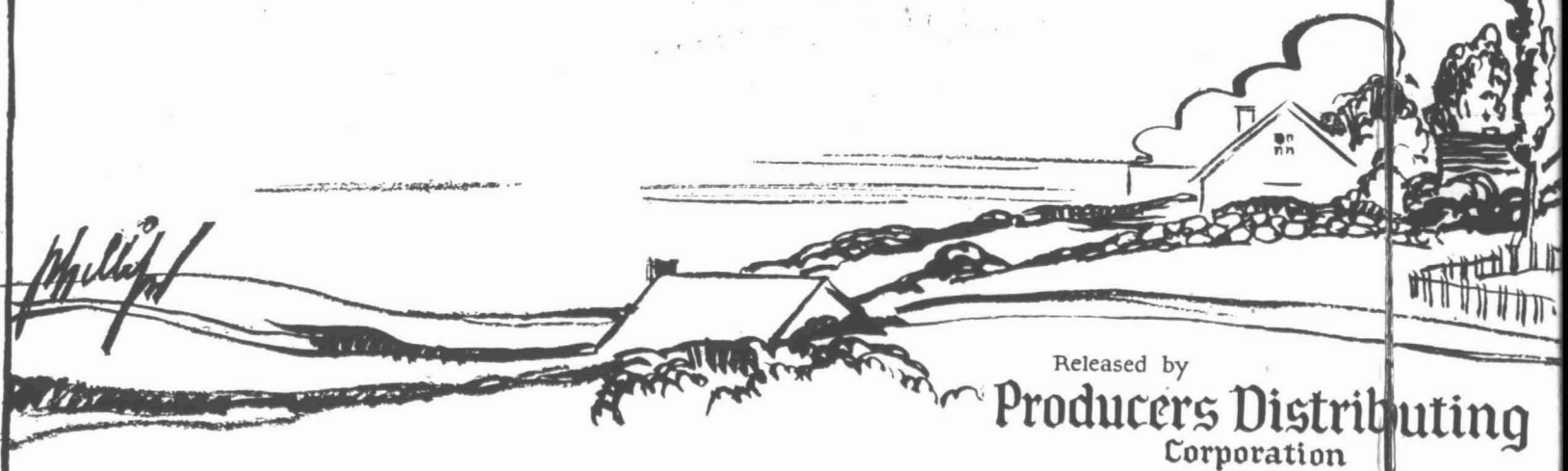
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Edgar

Adapted by
C. Gardner Sullivan

*The story of
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terfly and hove
Lights until her*



Released by
Producers Distributing
Corporation

PRINTED IN U. S. OF AMERICA

AN IMPRESSIVE FU

Cuts and Mats Procurable on Sp

"The MIRAGE"

with CLIVE BROOK

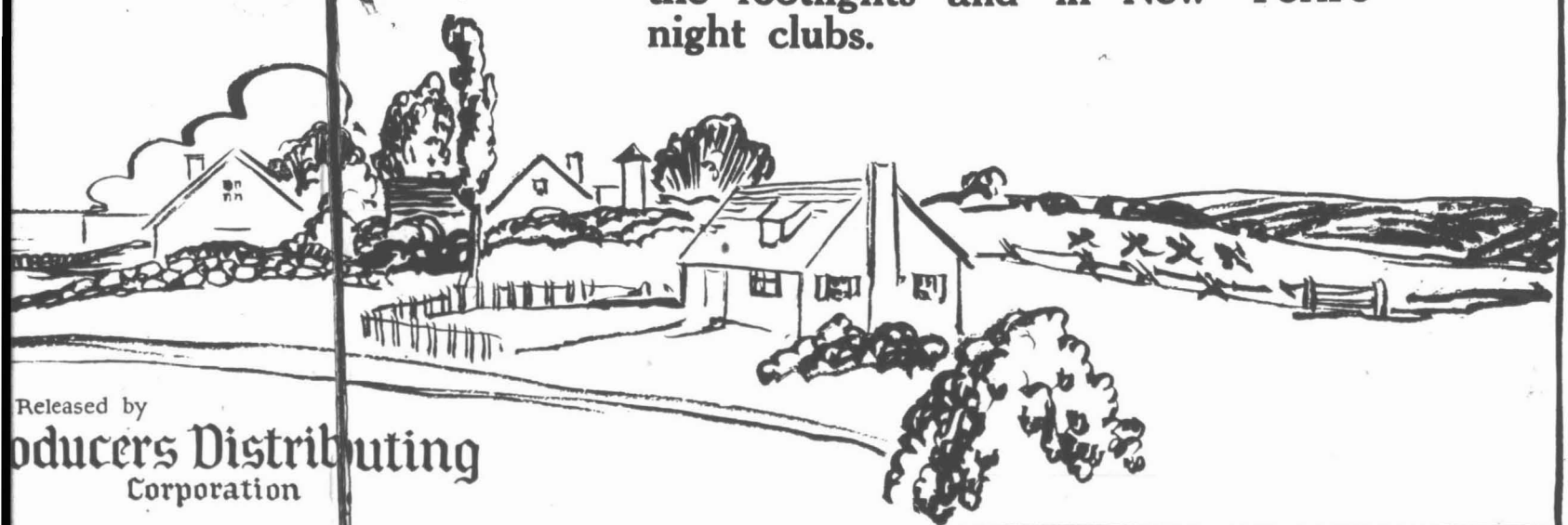
A gorgeous screen production of
Edgar Selwyn's brilliant stage success

Adapted by
C. Gardner Sullivan

Directed by
George Archainbaud

The story of a small-town girl—a moth—who was transformed into a dazzling Broadway butterfly and hovered over the flame of the Bright Lights until her wings were singed.

A daring photoplay of life behind
the footlights and in New York's
night clubs.



Released by
Producers Distributing
Corporation

SIVE FULL-PAGE AD

Procurable on Special Order only

A Daring Picturization of Ed Sensational Play—T

FLORENCE VIDOR in "THE MIRAGE"

With CLIVE BROOK

ADAPTED FROM EDGAR SELWYN'S CELEBRATED DRAMA

By G. GARDNER SULLIVAN

Directed by GEORGE ARCHAINBAUD

Photography by HENRY SHARPE

Released by PRODUCERS DISTRIBUTING CORPORATION

TH.

Henry Galt	Florence Vidor
Al Manning	Clive Brook
Betty Bond	Alan Roscoe
Mrs. Martin	Vola Vale
Irene's Sister	Myrtle Vane
	Charlotte Stevens

THE STORY

Irene Martin leaves her mother, sister and sweetheart in her home town and comes to New York to become an opera singer. The best she can do is to get a part in the show on the Knickerbocker Roof.

Henry Galt knows all the show girls in town, not because of any personal interest but because it helps him in his business. Out-of-town buyers are more likely to place an order, he finds, if invited to a party at which "actresses" are present.

Galt is at the opening of Irene's show and when one of his buyers appears to be interested in Irene, Galt fixes it with the manager so that Irene attends a party after the show. The next day Irene receives a fifty dollar bill in a box of roses with a card from Galt. Betty, a girl from the show, explains that the money is in payment for having entertained his guests. Irene is insulted, goes to Galt's office and tells him that she is not in the habit of accepting money for her company. He explains the situation and draws up an agreement whereby Irene is to give her professional services to Galt at fifty dollars a night until she sees fit to discontinue such services. Irene accepts it but leaves the fifty dollars which he had sent her.

At Galt's parties, Irene has a certain aloofness which protects her from familiarity. Galt realizes her worth, and falls in love with her. It is a great shock to him when Irene speaks of her sweetheart back home.

Irene's mother, sister and sweetheart, Al Manning, decide to come to New York to pay her a visit. Al is sent by his firm to do business with Galt. The latter invites him to go to a party. After Irene returns with her mother and sister from the theatre, she receives a call from Galt who asks her to come over, if only for a few minutes, as a party means nothing to him without her. She says she will come, and slips out after the others are in bed.

Al has heard about Galt's love for a certain beautiful Irene and now when Irene makes her appearance, he jumps to the conclusion that she is bad and that her beautiful apartment and clothes were supplied by Galt. He goes to Irene's mother and tells what he has found out about her. Irene follows and explains to her mother who believes her. Al tells Irene that he can't marry her but they can be very good friends—he's not so slow himself. Irene is horrified at his meaning and sends him away.

The next day, Galt takes all the blame and asks her to marry him. Irene believes it is because he is sorry for her and refuses him. For days, he tries vainly to see her. When she is ready to return to her home town with her mother, the latter arranges that Galt sees Irene. She can no longer deny that she loves him.

(Stories to be used before showing of picture)

MISS VIDOR PROVES HER VERSATILITY

Star of "The Mirage" Has Role
Different From Anything
She Has Ever Done

RUNS GAMUT OF EMOTIONS

Lovely Player Has Part That
Florence Reed Scored In
On The Stage

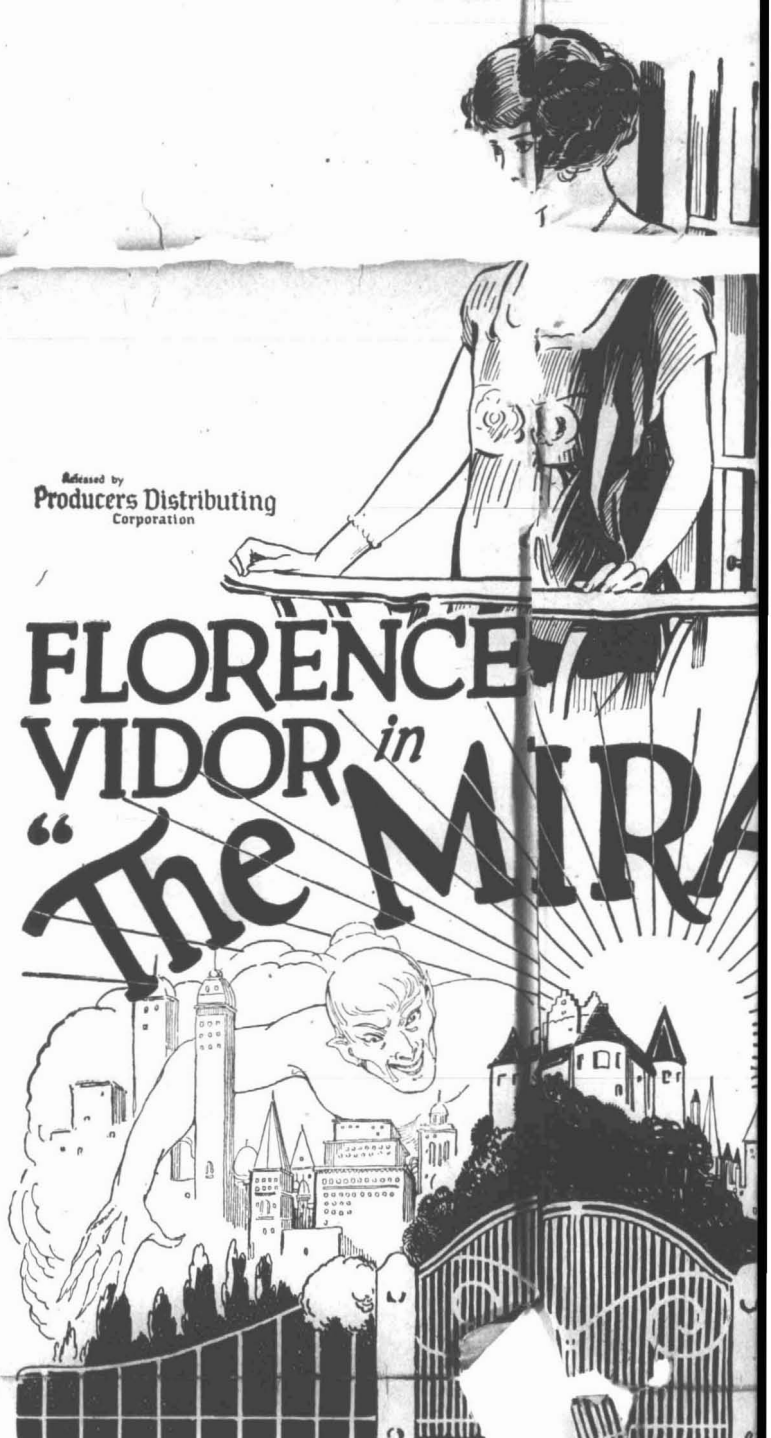
Florence Vidor's role in "The Mirage" the screen version of Edgar Selwyn's great drama which comes to the theatre on is a striking contrast to her role in "Barbara Frietchie". From the character of the beautiful, conventional southern heroine

envy. So, when a man-of-the-world offers to pay her to entertain his out-of-town guests after the show, she accepts his offer and is able to have pretty clothes and a cozy apartment herself.

She does not stop to do any analyzing. It seems quite all right to her and for a time she is happy—then the folks from home appear on the scene and everything looks different. They can't understand this arrangement that the girl has with the man-of-the-world. They think she isn't as nice as she was when she left home. Then the little country town girl who has become a "gold digger" realizes that the happiness she saw in such a life as this was not there at all—it was just a mirage.

Miss Vidor runs the gamut of emotions in this role. There are the happy innocent scenes of girlhood when she dreams of the great success she will make in the city, there are city scenes

CAPITOL-AL



Adapted by
Producers Distributing
Corporation

FLORENCE VIDOR in "The MIRAGE"

A dramatic picturization of Ed
Celebrated Drama

Adapted by C. Gardner Sullivan

Directed

New York--the city of dream
Broadway--the street of am
But at what pain and heart
sacrifice and struggle

LOVE--TEARS--LA

on of Edgar Selwyn's Play—The Talk of New York

TOL-ALL WEEK



ANCE in MIRAGE

WITH
CLIVE BROOK



ic picturiz tion of Edgar Selwyn's
Celebra ed Drama

her Sullivan Directed by George Archainbaud

--the city of dreams fulfilled
--the street of ambitions realized
at pain and heartbreak--what
ice and struggle

TEARS—LAUGHTER

By Way of Introduction

Florence Vidor

Born and educated in Houston, Texas. Screen career with Paramount, Robert-Cole, First National, Associated Exhibitors and Warner Brothers. Recent pictures include "Main Street," "Alice Adams," "Skin Deep," "Hair the Woman," "The Marriage Circle," "Welcome Stranger" and the title role in "Barbara Frietchie." Has brown hair and eyes.

Clive Brook

Born in London, England, and educated at Dulwich College. Previous to 1914 was a journalist. Served in army and when discharged health did not permit returning to his old work. He turned to the stage where he created a sensation in "Fair and Warmer" and "This Freedom" with Fay Compton, the noted English actress. Thos. H. Ince saw him, thought him particularly well suited to the leading male role opposite Florence Vidor in "Christine of the Hungry Heart," and brought him to this country. He appeared in several English made pictures starring American players before coming here.

Alan Roscoe

Born in Nashville, Tennessee, and educated at Vanderbilt University. Stage career, fifteen years. Pictures include: "Madame X," "Burning Sands," "The Man Who Saw Tomorrow," "Java Head," "The Chorus Lady" and others. Has brown eyes and black hair.

Vola Vale

Born in Buffalo and educated in Rochester, N. Y. Appeared in amateur theatricals there. Screen career, eight years. Pictures include: "The Iron Rider," "Daughters of the Rich," "Mothers-in-Law," "Alimony," "Crashing Thru," etc. Has brown hair and eyes.

Myrtle Vane

Received her theatrical training in various stock companies on the Pacific Coast. Specializes in character parts and will be remembered for her remarkable characterization in Gene Stratton Porter's masterpiece, "The Girl of the Limberlost."

Charlotte Stevens

Won a Beauty Contest in Chicago two years ago and was given a chance in the "movies." She appeared in a number of Christie comedies and has now "graduated" to dramatic productions.

George Archainbaud

Director: Born and educated in Paris, France. Had screen career with Eclair there and U. S. A. Directed several of Alice Brady's successes for World Film Company. Pictures he directed since his arrival in this country include: "Marooned Hearts," "Handcuffs or Kisses," "One Week of Love," "The Storm Daughter," "Christine of the Hungry Heart," and many others.

C. Gardner Sullivan

Scenarist: Born in Stillwater, Minn., and educated at University of Minnesota. Had early newspaper career. Pictures include: "Human Wreckage," "Strangers of the Night," "Dulcy," "The Dangerous Maid," "Hail the Woman" and a host of others.

(Use this story during run of the picture)

She Mothered Even The Cameraman

Henry Sharp, cinematographer, who photographed the Producers Distributing Corporation release "The Mir-

(Use these stories during run of the picture)

SELWYN SUCCESS NOW A PHOTOPLAY

Florence Vidor Starred In
Lavish Screen Version
of "The Mirage"

Florence Vidor's first starring picture for Producers Distributing Corporation, "The Mirage," now showing at Theatre, is an adaptation of Edgar Selwyn's sensational play of that name. Florence Reed starred in this play in New York several seasons ago, where it was a phenomenal success.

"The Mirage" is a daring story of stage life. Irene Martin, as played by Florence Vidor, comes from a small town, inspired by the hope of becoming a great singer. Once in the city, she is initiated into the ways of "gold diggers" and men-about-town. This almost results in tragedy for the girl, but one of the men is a real one after all, and everything turns out well.

"The Mirage" is a story that required careful handling. Poor direction would have made it "just another story" . . . but with a director like George Archainbaud at the megaphone, it developed into a beautiful love story, stirring, artistic, and with much appeal. Archainbaud is French and has given the scenes of wild high life a Parisian touch, but above censorship.

Appearing opposite Miss Vidor are Clive Brook, the actor whom Thomas H. Ince brought from England to play opposite Miss Vidor in "Christine of the Hungry Heart," and Alan Roscoe, who played opposite Margaret Livingston in her first starring picture, "The Chorus Lady"; Myrtle Vane, Vola Vale and Charlotte Stevens also play important parts.

How An Actor Gets His "Stage Name"

"What's in a name?"

Alan Roscoe, who plays a featured role in "The Mirage," now showing at Theatre, has had an awful time getting a name that will stay with him.

He was christened John Rascoe. When he played his first stage engagement on the road, printers who made the programs, critics, and reviewers thought Rascoe was simply a misspelling of Roscoe, and referred to him as the latter. To simplify matters he called himself John Roscoe for the rest of the engagement.

Then the United Play Company starred him in "Truxton King." They thought John Roscoe was not quite dignified enough, so they called him J. Albert Roscoe. Later he played stock in Milwaukee, Wisc. The theatre manager couldn't get all of the last mentioned name on his electric sign . . . so he omitted the J. That left Roscoe with the name of Albert.

Then he went into pictures. He left his name with the casting director of a New York office, who put it down hurriedly and later deciphered it as Alan. When he joined another company, he changed it back to Albert.

Later he became affiliated with the Goldwyn Studios. An argument arose as to whether he should be called Albert or Alan with the result that a compromise was affected—they called him Al.

Irene Martin leaves her mother, sister and sweetheart in her home town and comes to New York to become an opera singer. The best she can do is to get a part in the show on the Knickerbocker Roof.

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On The Stage

Florence Vidor's role in "The Mirage" the screen version of Edgar Selwyn's great drama which comes to the theatre on _____ is a striking contrast to her role in "Barbara Frietchie". From the character of the beautiful, conventional southern heroine of Clyde Fitch's play to that of the "gold digger" character of Edgar Selwyn's play is a far cry, but Miss Vidor has made the transition without sacrificing any of the sweet, womanly appeal that is always associated with her characters.

In "The Mirage," Miss Vidor is called upon to portray the part of a young girl who finds happiness in the existence of "gold diggers" who are members of the show in which she obtains a part upon her arrival from a small town. These "gold diggers" with their pretty clothes, cozy apartments and absence of financial worries are her

Lavish Sets In "The Mirage"

Luxurious furniture used in the making of motion pictures, contrary to the general belief that it is merely camouflage, is often the finest made. Whenever a rare bit of furniture is needed for a scene, the "prop" houses that make a business of renting things to dress a set to studios, supply it. Furniture that cannot be purchased at any price at the stores may be rented from these houses.

In one of the scenes of the Producers Distributing Corporation's "The Mirage," starring Florence Vidor, which comes to _____ Theatre on _____, a desk was needed for a scene showing the interior of a wealthy business man's office. A beautiful, hand carved, massive desk of walnut was supplied by a "prop" house. This desk is one of a kind. It is not for sale and is rented out but a few times each year. It adds to this scene in "The Mirage" just the touch of luxury needed.

envy. So, when a man-of-the-world offers to pay her to entertain his out-of-town guests after the show, she accepts his offer and is able to have pretty clothes and a cozy apartment herself.

She does not stop to do any analyzing. It seems quite all right to her and for a time she is happy—then the folks from home appear on the scene and everything looks different. They can't understand this arrangement that the girl has with the man-of-the-world. They think she isn't as nice as she was when she left home. Then the little country town girl who has become a "gold digger" realizes that the happiness she saw in such a life as this was not there at all—it was just a mirage.

Miss Vidor runs the gamut of emotions in this role. There are the happy innocent scenes of girlhood when she dreams of the great success she will make in the city, there are city scenes where in beautiful costumes, she goes to the wild parties and plays the game; there are scenes of pain and anger and disillusionment and some very appealing love scenes, too.

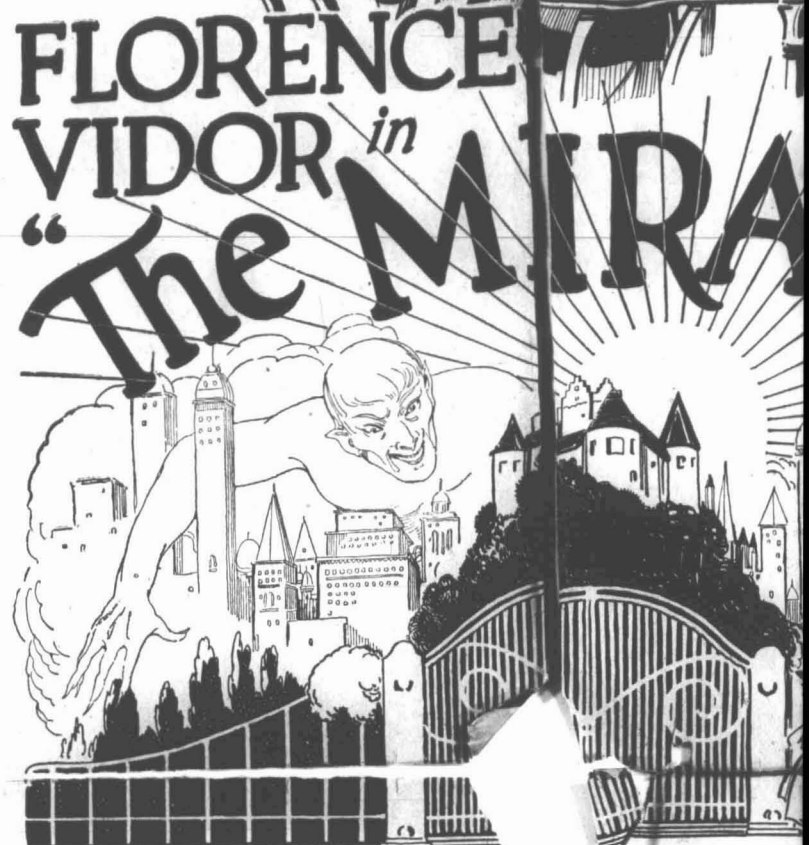
This is the first time Miss Vidor has ever portrayed a show girl, but she has entered into the spirit of the play and made of Irene Martin a truly human character.

Playing with Miss Vidor are Clive Brook, who is seen as the man-of-the-world, Alan Roscoe, as the sweetheart from home, Myrtle Vane as the mother, Charlotte Stevens as the little sister, and Vola Vane as the vampire de luxe. George Archainbaud directed.



FLORENCE VIDOR in "THE MIRAGE"
Released by PRODUCERS DISTRIBUTING CORP.

One Col. Scene Cut No. 2



A dramatic picturization of Edgar
Celebrated Drama

Adapted by C. Gardner Sullivan

Directed

New York--the city of dream
Broadway--the street of amb
But at what pain and heart
sacrifice and struggle

LOVE--TEARS--LA

Three Column Ad Cut No. 5

Suggestions For Your Answer Man

EDYTHE: You are a person who thought that Clive Brook made a "perfect" leading man for Florence Vidor in "Christine of the Hungry Heart." That is precisely why he was selected to play the leading male role in the screen version of Edgar Selwyn's great stage play of Broadway life, "The Mirage," in which Miss Vidor is starred. He was born in London and saw service in the English Army during the World War. When he was discharged he turned to the stage where Thos. H. Ince "discovered" him and brought him over to this country.

ANDY: So you think that Florence Vidor gave the most delicate and beautiful performance of her career in "Barbara Frietchie?" So do we. You will, no doubt, be interested to know that she has been given the part of the show-girl in the screen version of Edgar Selwyn's colorful stage play of Broadway and its people, "The Mirage," made famous by Florence Reed a couple of seasons ago. In this role, she proves her versatility and ability, and we're sure you'll love her performance.

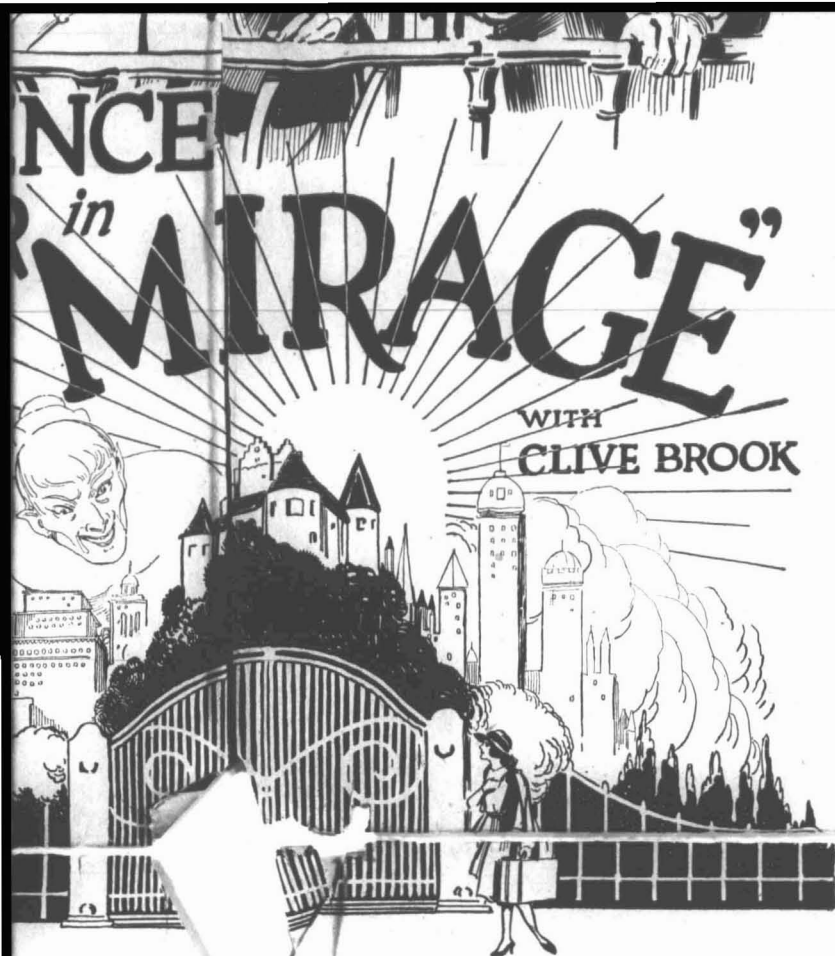
SUE: The chap you saw in "Java Head" was Alan Roscoe. Yes, he appeared on the legitimate stage before entering the movies—for fifteen years. We're glad you like him so well. He has black hair and brown eyes.

LOU: Yes, she has that rare and golden hair and eyes. She got her training in theatricals and has been on the screen eight years. She specializes in "baby vamp" roles.

ROSEMARY: We can well believe that you enjoyed Myrtle Vane's performance in "The Girl of the Limberlost." She is certainly one of the best actresses on the screen today. She played stock on the Pacific Coast before entering motion pictures.

LUCY: Yes, little Charlotte Stevens appeared in several Christie Comedies. She has now "graduated" to dramatic productions. She won a beauty contest in Chicago and so got her start in pictures. She certainly is cute and can act too.

HERBIE: "The Storm Daughter" was directed by George Archainbaud. He comes from France and brings with him that characteristic deft touch and finesse that gives the most delicate situation from the screen version of his great Broadway hit, "The Mirage," and it is said to be the best thing he has done since his arrival in this country.



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er Sullivan Directed by George Archainbaud
--the city of dreams fulfilled
--the street of ambitions realized
at pain and heartbreak--what
ce and struggle
TEARS—LAUGHTER

Three Column Ad Cut No. 5

For Answer Man

Like a doll. She has that rare and
happy combination—golden hair and
dark brown eyes. She got her training
in amateur theatricals and has
been on the screen eight years. She
specializes in "baby vamp" roles.

ROSEMARY: We can well believe
that you enjoyed Myrtle Vane's per-
formance in "The Girl of the Limber-
lost." She is certainly one of the
finest character actresses on the
screen today. She played stock on the
Pacific Coast before entering motion
pictures.

LUCY: Yes, little Charlotte Stevens
appeared in several Christie Com-
edies. She has now "graduated" to
roles in big dramatic productions.
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HERBIE: "The Storm Daughter"
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He comes from France and brings with
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situation from proving offensive. His
latest effort is the screen version of
Edgar Selwyn's great Broadway hit,
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best thing he has done since his ar-
rival in this country.

(Stories to be used during run)
"The Mirage" Is
"International"

"The Mirage," the Producers Dis-
tributing Corporation release now show-
ing at Theatre, might be
described as a picture of international
interest.

Florence Vidor, the star, is often
called the "Toast of Hollywood" and the
typical "American Woman." Clive
Brook, her leading man, but recently
came from England to play in American
films, and George Archainbaud, the di-
rector, is thoroughly French.

Others in the cast of this Regal Pro-
duction are, Myrtle Vane, well known
stage actress, Alan Roscoe, who played
opposite Margaret Livingston in "The
Chorus Lady," Volia Vale, vamp de luxe
of the screen, and Charlotte Stevens,
long affiliated with comedies.

New Use For Sports

Every afternoon during its filming,
work on "The Mirage," current at-
traction at the Theatre, was halted while Florence Vidor the
star read the golf and tennis news of
the day. If her favorite won, director
George Archainbaud arranged to
"shoot" a happy, hilarious scene im-
mediately following the reading. If
her favorites were the losers, the di-
rector found it a very good time to
take a sad scene.

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made pictures starring American players
before coming here.

Alan Roscoe

Born in Nashville, Tennessee, and ed-
ucated at Vanderbilt University. Stage
career, fifteen years. Pictures include:
"Madame X," "Burning Sands," "The
Man Who Saw Tomorrow," "Java
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Has brown eyes and black hair.

Vola Vale

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and a host of others.

(Use this story during run of
the picture)

She Mothered Even
The Cameraman

Henry Sharp, cinematographer, who
photographed the Producers Dis-
tributing Corporation release, "The Mir-
age," now showing at Theatre, is very tall and has a ten-
dency to stoop a little.

Myrtle Vane, who plays the mother
in this picture, and who has a son of
her own who is six feet three, gave
Sharp severe lectures during the film-
ing of "The Mirage" on standing
erect when he walked. It was very
amusing to see this big tall chap
straighten up guiltily whenever Miss

Vane, who is a tiny little lady, frowned
up at him. Now that the picture is
finished, Miss Vane often sends Sharp
a little note reminding him not to
stoop.

Florence Vidor is the star of "The
Mirage." Clive Brook plays opposite
her and Alan Roscoe plays a featured
part.

(LAST DAY NOTICE)

"The Mirage" Ends
Run At

"The Mirage," the screen version of
Edgar Selwyn's famous play of
Broadway life closes a successful run
at the Theatre tonight.

Beautiful Florence Vidor is starred
in the role which Florence Reed made
famous on the stage. This is a char-
acterization different from anything
which Miss Vidor has done heretofore
and displays a new side of her versa-
tility. Her supporting cast includes
Clive Brook, famous English actor,
Alan Roscoe, Vola Vale, Myrtle Vane
and Charlotte Stevens. C. Gardner
Sullivan adapted the story for the
screen and George Archainbaud di-
rected.

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How An Actor Gets
His "Stage Name"

"What's in a name?"

Alan Roscoe, who plays a featured
role in "The Mirage," now showing at
Theatre, has had an
awful time getting a name that will
stay with him.

He was christened John Rascoe.
When he played his first stage en-
gagement on the road, printers who
made the programs, critics, and re-
viewers thought Rascoe was simply
a misspelling of Roscoe, and referred
to him as the latter. To simplify mat-
ters he called himself John Roscoe
for the rest of the engagement.

Then the United Play Company
starred him in "Truxton King." They
thought John Roscoe was not quite
dignified enough, so they called him J.
Albert Roscoe. Later he played stock
in Milwaukee, Wisc. The theatre
manager couldn't get all of the last
mentioned name on his electric sign
. . . so he omitted the J. That left
Roscoe with the name of Albert.

Then he went into pictures. He
left his name with the casting director
of a New York office, who put it down
hurriedly and later deciphered it as
Alan. When he joined another com-
pany, he changed it back to Albert.

Later he became affiliated with the
Goldwyn Studios. An argument arose
as to whether he should be called Al-
bert or Alan with the result that a
compromise was affected—they called
him Al.

Not long ago he played in "Flirting
With Love" for First National. They
chose from his long list of names the
one they liked best—Alan. So in that
picture, "The Chorus Lady," and "The
Mirage," he is called Alan Roscoe. He
sincerely hopes that his name will
stick with him for the rest of his the-
atrical life.

Alas and Alack!
'Twas Ever Thus

Night after night, during the filming
of the Regal Picture, "The Chorus
Lady," starring Margaret Livingston,
Alan Roscoe, who played opposite Miss
Livingston had worked on fire and
stable scenes—scenes that required hard,
dirty work, with nothing but pride in his
role to urge him on . . . and, of course,
his salary. He had his own private opin-
ion of night work; it wouldn't look well
in print.

"The Chorus Lady" completed, Roscoe
was cast for an important role in "The
Mirage," now showing at Theatre. One night a beautiful set was
in readiness for night "shooting"—the
exterior of a New York Roof apartment,
with a swimming pool, cozy couches,
little tables for Mah Jong players,
potted plants and trees—and dozens of
beautiful girls in bathing suits. Roscoe
thought, "Not so bad, this night work
after all—this is going to be great—"

Just then George Archainbaud, direc-
tor, came up, slapped him on the back
and said,

"Well, Roscoe, you won't have to work
to-night."

Archainbaud is still pondering over
the look that came over Roscoe's face
when he received that information.

A Drama of Life Behind The And In The High

Story to be used during run

COUNTRY-FAIR SET MADE PLAYERS SAD

Sequence in "The Mirage"
Brought Memories And
Homesickness

One evening during the filming of
"The Mirage," the Producers Distribut-

ing Corporation offering the current at- traction at Theatre, the scenes for the "County Fair" sequence were being taken. The front lawn of the Culver City, California, Studio was a blaze of light. Tents, a bandstand, concessions of all kinds, were scattered over the place and crowds surged here and there, devouring popcorn and peanuts and drinking ice cold lemonade. It was, all in all, a happy scene, but every now and then a sad face was in evidence, a deep sigh was heard, or a tear was brushed away. The band played such selections as they usually play at a county fair. George Archainbaud, the director, wondered at this display of sadness here and there.

"Do you suppose it is the music that makes them feel that way?" he asked.

"No," said Florence Vidor, the star of the picture.

"It isn't the music . . . it's something else. I know, because I feel it myself. They're homesick. Many of these people who have come here to go into pictures are far from home. They are remembering some county fair back east or in the middle west. The memory makes them homesick."

"Oh," said the director, and he gave his directions even more gently than usual.

SUSPICION

The death-knell of love



FLORENCE
VIDOR in
"The
MIRAGE"

Released by
Producers Distributing
Corporation

From the celebrated drama
by EDGAR SELWYN

(Advance Story)

CLIVE BROOK IS LEADING MAN IN "THE MIRAGE"

Noted English Actor Plays
Opposite Florence Vidor
In Famous Drama

Clive Brook, who plays the part of the man-about-town in the Producers' Distributing Corporation offering "The Mirage," which comes to Theatre on , is a comparative newcomer to the American screen. He arrived from England with his wife and baby daughter but a few months ago, having been brought to Hollywood by Thomas H. Ince to play a role for which no other actor on the screen seemed qualified.

Mr. Brook was born in London, educated in Dulwich College, and prior to 1914 was a journalist. He liked to recite and often did so at clubs and parties. At the outbreak of the war he enlisted as a private and was discharged as a major. After the war his health was such as to keep him from returning to journalistic work—so he turned to the stage.

He appeared with Fay Compton in "Fair and Warmer" and played later with her in "This Freedom." Then he appeared on the vaudeville stage in "Sacred and Profane Love."

His success on the stage lead to work in the pictures. He supported a number of American stars in pictures made in England, among them Betty Compton in "Woman to Woman."

Brook is a distinctive type, combining the qualities of a substantial, successful professional man with romance and youth. He and Florence Vidor, star of the picture, make a pleasing pair. Mr. Brook plays in this Regal Production through the courtesy of Mr. Ince, the producer who brought him over to Hollywood.

(Stories to be used during showing)

French Director Gives Photoplay "Parisian Touch"

George Archainbaud, who directed "The Mirage," now showing at

Theatre, came to this country from France a decade ago, fully bent upon becoming what he is today—a successful director.

Archainbaud had made a few pictures in France, but the felt that America offered a much greater field for his endeavors. He was given his first chance by William A. Brady, then of the World Film Company. He acted at first as assistant to Emile Chautard, and in a short time he was given a picture of his own to work on, as a trial. Brady's faith in the young Frenchman was justified and before long he was directing Alice Brady. He wielded the megaphone for many of her big successes. Since then he has produced big features with consistent success. His latest pictures are "Christine of The Hungary Heart" and "The Mirage," both with Florence Vidor.

Archainbaud's work shows the deft "foreign touch," intangible, but there. He is very gentle. In giving direction, he always speaks in a soft, conversational tone of voice, and calls everyone on the set whom he addresses by

DISILLUSION



FLORENCE
VIDOR in

"The
MIRAGE"

With CLIVE BROOK

She was a small-town girl with
aspirations and glorious dreams
and fortune on the Great White

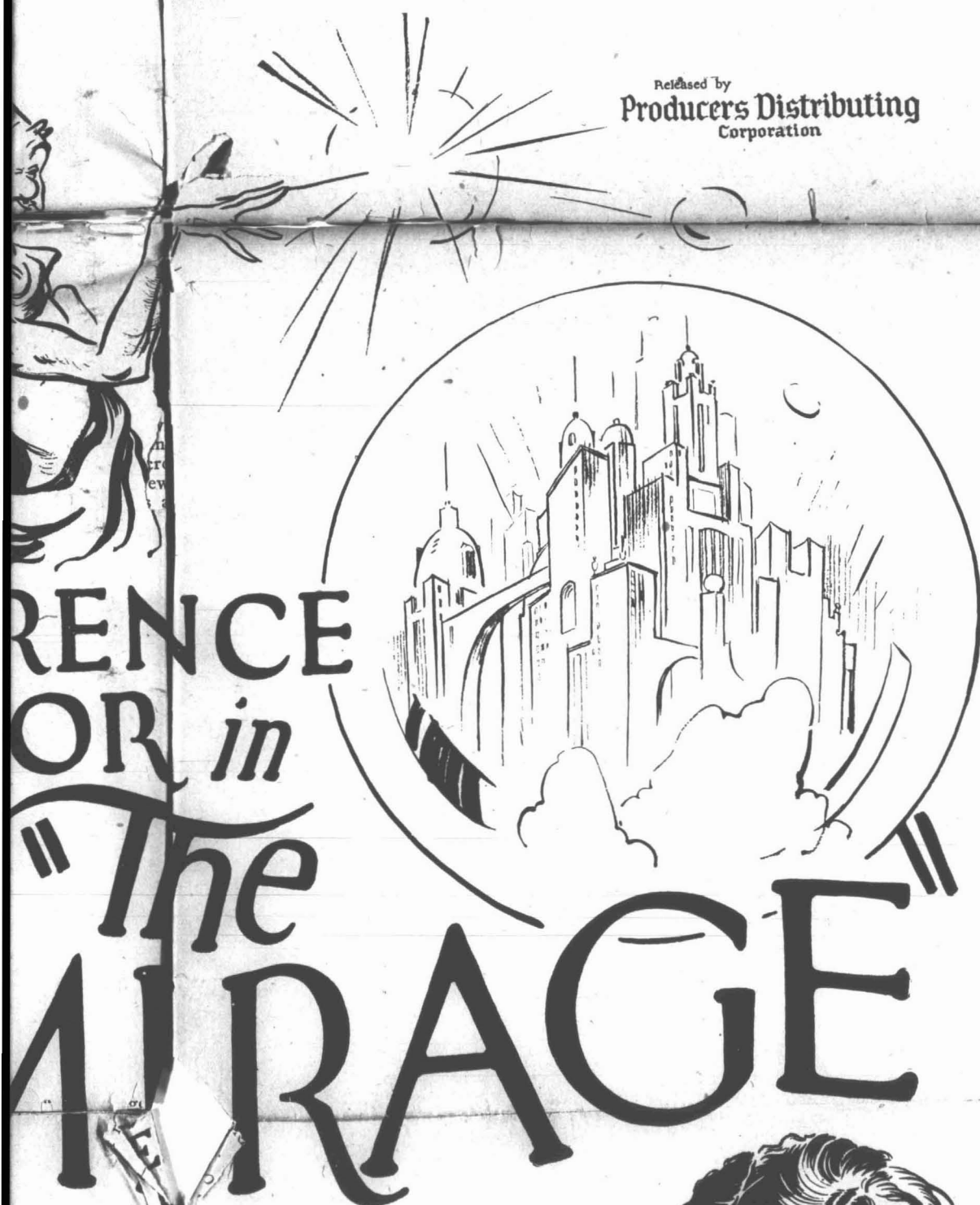
She set out with courage and
hopes to make her dreams come

And then she discovered that the
happiness which she
sought was nothing

Behind The Footlights The High Places Of Society

ILLUSIONMENT—

Released by
**Producers Distributing
Corporation**



FLORENCE VIDOR in "The MIRAGE"

CLIVE BROOK

a small-town girl with as-
and glorious dreams of fame
e on the Great White Way.

out with courage and high
ake her dreams come true-

en she dis-
that the
which she
as nothing



(Take these stories to your editor
before you run the picture)

STAR REALLY SINGS IN NEW PICTURE

Thousands Were Thrilled By
Florence Vidor's Song
In "The Mirage"

The front lawn of the Regal Culver City Studios was converted into a "County Fair" ground, one evening during the filming. Producers Distributing Corporation release "The Mirage," which comes to Theatre on—

Two hundred and fifty "extras" were there in their "dress up" clothes, and peanuts, popcorn and pink lemonade were much in evidence. Concession tents were built and the concessions were in full swing during the filming of many of the big dramatic scenes of this sequence. Balloon vendors wandered in and out among the crowd; African ball dodgers performed; Oriental ladies danced and a fortune teller told weird tales of the future.

George Archainbaud, the director, wanted accuracy in this scene and the youngsters were only too pleased to give him realistic portrayals of children eating the goodies that a "fair" provides.

One of the big scenes of this sequence shows Florence Vidor, as Irene Martin, singing to this crowd from the bandstand. If the crowd thought they were going to get the usual performance of an actress singing before the camera, they were surprised, for instead of going through her song in pantomime, Miss Vidor, the star, sang in a sweet contralto voice, "The Barcarolle."

Several thousand people jammed into Washington Boulevard directly in front of the studio, to watch the making of the pictures, thoroughly enjoyed Miss Vidor's rendition of the song.

Playing with Miss Vidor are Clive Brook, Alan Roscoe, Vola Vale, Myrtle Vane and Charlotte Stevens.

Actress Of The Old School In "The Mirage"

Myrtle Vane, who plays the mother in "The Mirage," a Producers Distributing Corporation release, starring Miss Florence Vidor, which comes to Theatre on—

got her theatrical training in that hardest but most proficient of all schools... the stock company.

For a number of years Miss Vane was leading lady in various stock organizations on the Pacific Coast. In the days when "Graustark" and "When We Were Twenty-One" thrilled the theatregoers she was the idol of thousands.

"Playing one part each week, and rehearsing a second while learning a third provided training that never leaves one," said Miss Vane one day during a rest in the filming of "The Mirage."

"It was a difficult school but one that produced many of the best players on the American stage."

Miss Vane will be remembered for her fine characterization in "The Girl of the Limberlost," Gene Stratton-Porter's masterpiece.

Prize Beauty In "The Mirage"

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"It isn't the music . . . it's something else. I know, because I feel it myself. They're homesick. Many of these people who have come here to go into pictures are far from home. They are remembering some county fair back east or in the middle west. The memory makes them homesick."

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SUSPICION

The death-knell of love



Released by
Producers Distributing
Corporation

From the celebrated drama
by EDGAR SELWYN



Doubt almost crushed
a glorious love in the
heart of this man who
rashly judged.

ALL WEEK
at the
CAPITOL

One Column Ad Cut No. 2

Mr. Brook was born in London, educated in Dulwich College, and prior to 1914 was a journalist. He liked to recite and often did so at clubs and parties. At the outbreak of the war he enlisted as a private and was discharged as a major. After the war his health was such as to keep him from returning to journalistic work—so he turned to the stage.

He appeared with Fay Compton in "Fair and Warmer" and played later with her in "This Freedom." Then he appeared on the vaudeville stage in "Sacred and Profane Love."

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Archainbaud's work shows the deft "foreign touch," intangible, but there. He is very gentle. In giving direction, he always speaks in a soft, conversational tone of voice, and calls everyone on the set whom he addresses, by name. If he does not know the name, his assistant gives it to him before he begins a scene.

In "The Mirage," Archainbaud has skillfully guided Florence Vidor, the star, in such a role as she has never before essayed.

Miss Vidor Does

"Mood Marthon"

Florence Vidor, the lovely star of the Producers Distributing Corporation's "The Mirage," current attraction at _____ Theatre, has a way of pacing up and down the set between scenes when a drama sequence is being filmed. She says that by doing so she keeps the mood from one scene to another.

During the filming of "The Mirage," which abounds in dramatic scenes, Miss Vidor did a great deal of pacing, to which George Archainbaud, the director, always referred to as "Miss Vidor's Marathon."

A Good Herald

You can have an inexpensive and attractive herald printed by using any of the production cuts and copy from any of the ads, the shorts or the catchlines.

FLORENCE VIDOR in "The MIRAGE"

With CLIVE BROOK

She was a small-town girl
pirations and glorious dreams
and fortune on the Great White

She set out with courage and
hopes to make her dreams come

And then she discovered that the
happiness which she
sought was nothing
but a mirage.

A gripping picturization of the
BY EDGAR SELWYN

Adapted by C. Gardner Sullivan

CAPITOL—

Four Column

DO YOU ASPIRE
To Fame on Broadway?

See FLORENCE VIDOR in "THE MIRAGE"

From The Stage Success By Edgar Selwyn

—A Lesson for Every Girl—

At the Orpheum This Week.

RENCE
OR in

"The MIRAGE"

h CLIVE BROOK

s a small-town girl with as-
and glorious dreams of fame
ne on the Great White Way.

out with courage and high
ake her dreams come true-

en she dis-
that the
which she
as nothing
age.

pping picturization of the New York stage success
BY EDGAR SELWYN

Gardner Sullivan

Directed by George Archainbaud

TOL—ALL WEEK

Four Column Ad Cut No. 6

SPIRE
on Broadway?
VIDOR in "THE MIRAGE"
Success By Edgar Selwyn
on for Every Girl—
This Week.

ARE YOU DECEIVED

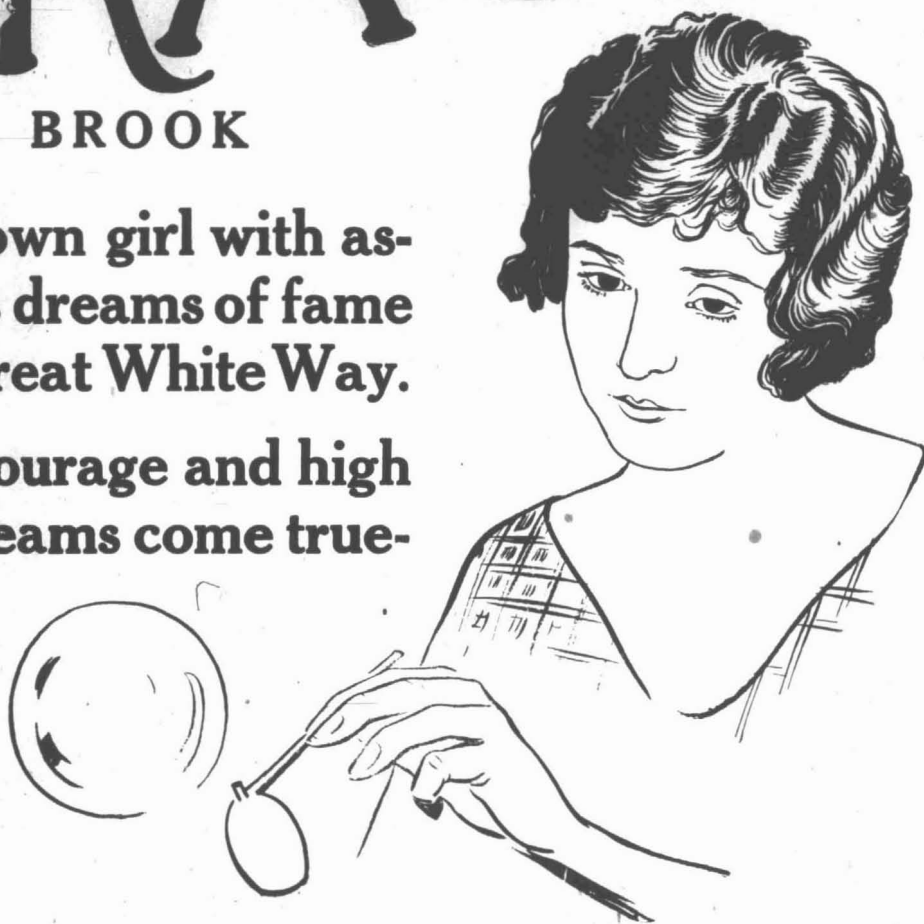
By The Glitter of the Gay White Way?

Learn the Truth About It in

"THE MIRAGE"

A Screen Version of Edgar Selwyn's Broadway Success

Starring FLORENCE VIDOR



ders wandered in and out among the crowd; African ball dodgers performed; Oriental ladies danced and a fortune teller told weird tales of the future.

George Archainbaud, the director, wanted accuracy in this scene and the youngsters were only too pleased to give him realistic portrayals of children eating the goodies that a "fair" provides.

One of the big scenes of this sequence shows Florence Vidor, as Irene Martin, singing to this crowd from the bandstand. If the crowd thought they were going to get the usual performance of an actress singing before the camera, they were surprised, for instead of going through her song in pantomime, Miss Vidor, the star, sang in a sweet contralto voice, "The Barcarolle."

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"Playing one part each week, and rehearsing a second while learning a third provided training that never leaves one," said Miss Vane one day during a rest in the filming of "The Mirage."

"It was a difficult school but one that produced many of the best players on the American stage."

Miss Vane will be remembered for her fine characterization in "The Girl of the Limberlost," Gene Stratton-Porter's masterpiece.

Prize Beauty In "The Mirage"

Charlotte Stevens of Christie Comedy fame has "graduated" from comedies and is now doing parts in big dramatic productions. She plays the role of the little sister in Florence Vidor's starring "The Mirage," a Producers Distributing Corporation release which comes to Theatre.

Charlotte won a beauty contest back in Chicago two years ago, at which she was sent to Hollywood on trial for a month. Her work was so well received that she stayed on, and is now making long strides toward fame in the field of drama.

"The Mirage" Has Interesting Plot

"Mirage" . . . an optical illusion or effect.

The Regal Picture, "The Mirage," starring Florence Vidor, which comes to the theatre for a run next shows Miss Vidor as a young girl who comes to the city and sees, allegorically, a mirage. Other girls, who play in the same show, wear pretty clothes and live in cozy apartments. She sees in this existence great happiness. However when she attains what she has before envied, she finds that it was all a mirage, the joyousness was not there at all . . . it just seemed that way.

Playing with Miss Vidor in this production are Clive Brook, the English actor who came from London a short time ago, Alan Roscoe, Vola Vale and Myrtle Vane. George Archainbaud directed.

This Photoplay Will Swell You Because It's The Kind



*Some hints to help
you sell the picture
to the public—!*



In "The Mirage" you have the screen version of one of the greatest legitimate productions ever shown on Broadway. Florence Reed scored a decided personal triumph in this most colorful of Edgar Selwyn's plays a couple of seasons ago, and everyone remembers how it kept all New York talking for many months with:

The Special No. "The M

Although "The Mirage" has never before been put out in a prepared and over production and stills from the picture.

Since this is the first issue over with an extensive advertisement your bin as well as into theirs.

Here is a tie-up all ready stores, drug stores and department windows and shelves, by using a card stating that the picture.

You've never had an easier
TAKE ADVANTAGE

Distribute throwaways bearing crowds to your house:

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"D
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You won't e a great or letter contest. "profession girl will be anxious to write an desperately to make your way payment for your 'twice' after party you should attend as a "p and why? An announcement of tion is made to Irene Martin (pl

Two or three of the stills delivering flowers to Florence Vi Union Telegraph Company and

As Miss Vidor and the other evening gowns, you could effect tie up on mens' street and even

The beautiful robe de nuit with Lingerie Shop's.

There are several lavish and lent tie-ups with Furniture store

The stills on this production them.

us. (The)

Florence Vidor, known as "the loveliest woman of the screen," is the star of the screen adaptation. She occupies an important and enviable position in the "movie" world and won a host of new admirers by her tender and appealing performance in the title role of "Barbara Frietchie." She is easily one of the three most popular women on the screen and her drawing power is infinite. In "The Mirage" she is seen in a role entirely different from anything she has ever done before—that of a show girl—which gives her new opportunities and reveals another delightful phase of her charming personality. Play up this point.

The story deals with stage life—ever fascinating Broadway and its interesting people! Few can resist its lure on the silversheet and you know how they flock to see pictures concerning this vivid subject. Woven into its colorful fabric is the old, old story of the small-town girl who comes to this tempting fairyland to find fame and fortune—but this time it is handled differently—in a novel and highly entertaining manner—and the denouement will surprise the most knowing in the audience.

Miss Vidor is supported by a truly remarkable cast of well-known players—players whose names mean money to you. Clive Brook, the popular English actor whom Thomas H. Ince brought over to play opposite Miss Vidor in "Christine of the Hungry Heart," and who proved himself particularly well-suited to acting with her, has the leading male role. Alan Roscoe, Vola Vale, Myrtle Vane and Charlotte Stevens complete the cast.

George Archainbaud, who directed the picture, is a Frenchman and brings to "The Mirage" that characteristic deft touch which saves even the most delicate situation from proving at all offensive.

All in all, this production, properly exploited, is the type of picture that will prove a revelation at your box-office and will not only keep 'em coming as long as it plays, but will strengthen your reputation as a showman who offers the best to be had in motion pictures.

PROLOGUE

Have about a dozen pretty girls in smart chorus girl costume dance in unison and if there are a few among them who specialize in acrobatic or toe-dancing let them do solos. You could make it more effective by decorating your stage to resemble a roof garden, but the idea will go over big either way.

Ushers

It would be a splendid idea to dress your ushers in cute chorus girl costumes during the showing of this picture.

For Your Lobby

At a comparatively small cost you can have a miniature "Broadway" made from papier mache or cardboard. Set this up in your lobby and place electric bulbs that will flash on and off where their light will shine through the various buildings, signs, etc. Hang a large sign above it reading: WHAT IS THE FASCINATION BEHIND THE BRIGHT LIGHTS OF BROADWAY? See "The Mirage." If you care to elaborate on the idea, it could be made more effective by placing a cutout figure of a fascinated country girl with a valise in her hand a little distance from the display so as to produce the effect of its magnetism on her. Properly executed, this stunt will go over big.

Street Ballyhoo

Send an open truck containing several typical vivacious Broadway chorus girls garbed in attractive ballet dresses, etc. Attach a large sign to either side of the truck reading:

Swell Your Bank Account The Kind They Flock To See

The Special Novelized Edition of "The Mirage" Means Money To You!

Although "The Mirage" is one of the greatest plays ever shown on Broadway, it has never before been put out in novel form.

A. L. Burt & Co., one of the foremost book publishers of New York City have now prepared a novelized version of this great success. The book is amply illustrated with stills from the production and has a beautifully-colored jacket also made from scenes of the picture.

Since this is the first issue of "The Mirage" as a novel, the publishers are putting it over with an extensive advertising campaign—a campaign that will bring the dollars into your bin as well as into theirs.

Here is a tie-up all ready made for you. All you have to do is to see that the book-stores, drug stores, by using lobby cards, posters, if possible, stills, etc., and an announcement card stating that the picture is or will be on view at your theatre.

You've never had an easier or more lucrative book tie-up.
TAKE ADVANTAGE OF IT.

Throwaways

Distribute these throwaways bearing any of the following copy. They will arouse curiosity and bring crowds to your house.

"Are You Attracted by The Lure of Broadway? See 'The Mirage,' starring Florence Vidor at the Theatre this week."

"What Would You Give To Win Fame and Fortune on The Gay White Way? See 'The Mirage' starring Florence Vidor at the Theatre now."

"Do you know what is concealed behind the tinsel and glitter of Broadway? See 'The Mirage' starring Florence Vidor at the Theatre all week."

Newspaper Tie-Up

You would be a great deal of interest in the picture by having your editor run a prize essay or letter contest. Every aspiring girl will be anxious to write an answer to the question: "If you were a small town girl trying desperately to make your way to fame and fortune on Broadway and were given fifty dollars as payment for your 'tricks' after you had attended a party, and were offered fifty dollars for each party you should attend as a 'professional entertainer' in the future, would you accept or decline and why? An announcement of the contest should state that in 'The Mirage' just such a proposition is made to Irene Martin (played by Florence Vidor).

Window Tie-Ups

Two or three of the stills on this production show a Western Union Telegraph Messenger delivering flowers to Florence Vidor. This suggests an obviously good tie-up with both The Western Union Telegraph Company and the Florists.

As Miss Vidor and the other women in the picture wear some very smart street clothes and evening gowns, you could effect a splendid tie-up with high class shops in those lines. You might tie up on mens' street and evening clothes also.

The beautiful robe de nuit and negligee worn by Miss Vidor in this picture suggest a tie-up with Lingerie Shops.

There are several lavish interior sets used in the production that will enable you to form excellent tie-ups with Furniture stores and Interior Decorators on chairs, tables, draperies, clocks, etc.

The stills on this production lend themselves to tie-ups exceptionally well, so make use of them.

Forceful Display Lines

Edgar Selwyn's famous stage play brought to the screen in a gorgeous production.

Florence Vidor, "loveliest woman of the screen," in a role different from anything she has ever done.

A daring story of stage life, telling the "inside story" in a new and pleasing manner.

Swiftly and all unwittingly, the simple country girl was swept into the glittering existence of a New York gold-digger.

The gripping drama of a girl who discovered that the happiness which she sought was nothing but a mirage.

An inside story of the social life of gold-diggers and men-about-town.

With bitterness she realized that the man she loved had failed her when she needed him most.

She was a small-town girl, unversed in city ways. The man's proposal seemed all right to her at the time but—

A dashing, glamorous romance of life behind the footlights and in the high places of society.

THE SCREEN'S LOVELIEST WOMAN



Released by
Producers Distributing
Corporation

entirely different from anything she has ever done before—that of a show girl—which gives her new opportunities and reveals another delightful phase of her charming personality. Play up this point.

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Street Ballyhoo

Send an open truck containing several typical vivacious Broadway chorus-girls garbed in attractive ballet dresses, etc. Attach a large sign to either side of the truck reading:

IS THE SHOW GIRL'S LIFE ALL JOY AND LAUGHTER?
See "THE MIRAGE"

at the _____ Theatre
A jazz band would add to the effect and, of course, attract more attention.

A Personal Letter is the Cheapest and Best Investment you can make.

Think of the Returns for Two Cents!

Dear Sir: (or Madam):

One of the greatest of the Broadway productions, "The Mirage," in which Florence Reed created such a sensation, has been made into a daring and lavish motion picture.

Florence Vidor, "loveliest woman of the screen," is starred in a role utterly different from anything she has ever done. Those who saw her in her previous picture as gentle "Barbara Frietchie," will be amazed at her versatility, for in "The Mirage," she is seen as a modern show-girl swept into the social life of a gold-digger.

This picture treats in a new and pleasing manner, the old and ever interesting story of the "misjudged girl." The production is most colorful with scenes in cabarets, roof gardens, fashionable apartments, etc.

A notable cast headed by Clive Brook, well-known English actor is seen in support of Miss Vidor.

Here is a photoplay of pathos, fun, real heart-throbs and drama, made from a play that was the sensation of New York.

I'm sure you will want to see it when it comes to the theatre next _____ It will remain for _____

Cordially,
MANAGER.

A SMALL TOWN GIRL

on Broadway—

See What She Found There!

FLORENCE VIDOR

in

"THE MIRAGE"

Adapted from the Edgar

Selwyn's Famous

Stage Play

At the Strand All Week

Florence Vidor
in **The**
MIRAGE

from Edgar Selwyn's
successful Broadway play
DIRECTED BY GEO. ARCHAINBAUD

Two Columns

You've never had an easy
TAKE ADVANTAGE

Distribute the showaways before
crowds to your house:

You won't find a great
or letter contest. "profession
girl will be anxious to write an
desperately to make your way
payment for your "twice" after
party you should attend as a "p
and why? An announcement of
tion is made to Irene Martin (pl

Two or three of the stills
delivering flowers to Florence Vi
Union Telegraph Company and
As Miss Vidor and the ot
evening gowns, you could effect
tie up on mens' street and even
The beautiful robe de nuit
with Lingerie Shop
There are several lavish i
lent tie-ups with furniture store
The stills on this produc
them.

To Be Of Great

The ads in this
so that you may
them up to make

herald etc.
You will notice
two separate illu
This allows of
and should be o

TAKE ADVANTAGE OF IT.

Throwaways

Distribute these throwaways bearing any of the following copy. They will arouse curiosity and bring crowds to your house:

"Are You Attracted by The Lure of Broadway? See 'The Mirage,' starring Florence Vidor at the Theatre this week."

"What Would You Give To Win Fame and Fortune on The Gay White Way? See 'The Mirage' starring Florence Vidor at the Theatre now."

"Do you know what is concealed behind the tinsel and glitter of Broadway? See 'The Mirage' starring Florence Vidor at the Theatre all week."

Newspaper Tie-Up

You would like to see a great deal of interest in the picture by having your editor run a prize essay "professional entertainer" offer would make a good subject. Every aspiring girl will be anxious to write an answer to the question: "If you were a small town girl trying desperately to make your way to fame and fortune on Broadway and were given fifty dollars as payment for your services" after you had attended a party, and were offered fifty dollars for each party you should attend as a "professional entertainer" in the future, would you accept or decline and why? An announcement of the contest should state that in "The Mirage" just such a proposition is made to Irene Martin (played by Florence Vidor).

Window Tie-Ups

Two or three of the stills on this production show a Western Union Telegraph Messenger delivering flowers to Florence Vidor. This suggests an obviously good tie-up with both The Western Union Telegraph Company and the Florists.

As Miss Vidor and the other women in the picture wear some very smart street clothes and evening gowns, you could effect a splendid tie-up with high class shops in those lines. You might tie up on mens' street and evening clothes also.

The beautiful robe de nuit and negligee worn by Miss Vidor in this picture suggest a tie-up with Lingerie Shops.

There are several lavish interior sets used in the production that will enable you to form excellent tie-ups with Furniture stores and Interior Decorators on chairs, tables, draperies, clocks, etc.

The stills on this production lend themselves to tie-ups exceptionally well, so make use of them.

To Be Of Greater Service

The ads in this press sheet have been especially prepared so that you may use them with copy, as shown, or cut them up to make smaller illustrations for your program, herald etc.

You will notice that each ad may be divided to make two separate illustrations, each one complete in itself.

This allows of a wider variety from which to choose and should be of distinct benefit to you.

Florence Vidor
in *The*
MIRAGE

from Edgar Selwyn's
successful Broadway play
DIRECTED BY GEO. ARCHAMBAUD



ADAPTED BY
C. GARDNER SULLIVAN

Coming Soon
"THE MIRAGE"

Romance
Beauty
Glamour

Two Column Ad Cut No. 4

a mirage.
* * *
An inside story of the social life of gold-diggers and men-about-town.
* * *

With bitterness she realized that the man she loved had failed her when she needed him most.
* * *

She was a small-town girl, unversed in city ways. The man's proposal seemed all right to her at the time but—
* * *

A dashing, glamorous romance of life behind the footlights and in the high places of society.

THE SCREEN'S LOVELIEST WOMAN



Released by
Producers Distributing
Corporation

Adapted by
G. Gardner Sullivan
From the famous play
by EDGAR SELWYN



Never has Florence Vidor been more charming; never as she done better work.

As the country girl who conquers Broadway, this versatile actress shows a new side of her talent.

One Column Ad Cut No. 1

Florence Vidor, "The Screen's L"

A Role That Reveals Her



FLORENCE VIDOR in "The MIRAGE"
Released by PRODUCERS DISTRIBUTING CORP.

Two Column Prod. Cut No. 1

R E V I E W

NEW TRIUMPH FOR FLORENCE VIDOR

Lovely Star Does Admirable
Work in Screen Version
Of "The Mirage"

"THE MIRAGE" IS A GRIPPING FILM

Florence Vidor Scores In
Picturization of Noted
Selwyn Play

Florence Vidor has scored again. Those who saw her in "Barbara Frietchie" and marvelled at the simplicity and beauty of her performance will be amazed at her versatility. For her role in "The Mirage," which is on view at the Theatre, is utterly different than that of her previous picture. In "The Mirage" she is a show-girl, moving in an environment of gold-diggers and men-of-the-world. Miss Vidor manages to interpret her part with remarkable realism without sacrificing any of her usual charm and appealing sweetness.

"The Mirage" is the screen version of Edgar Selwyn's famous play of the same name, one of the greatest productions ever shown on Broadway. It has been made into an interesting picture and a colorful one. All the opportunities which the screen affords for showing lavish surroundings have been utilized. The story itself is a gripping drama full of pathos and laughter, thrills and heart-throbs.

Miss Vidor's supporting cast is most capable. Clive Brook, noted English actor, has the leading male role. He gives an excellent performance of sophisticated Henry Galt who distrusts all women—Irene among them—but falls in love in spite of himself. Alan Roscoe, as the sweetheart from back home, Vola Vale, as the typical chorus girl and Myrtle Vane, as the mother, also do creditable work. Director George Archainbaud and C. Gardner Sullivan, who adapted the play for the screen, both deserve praise.

It will be a mistake to miss "The Mirage." It is excellent entertainment.

The current attraction at the Theatre is the picturization of Edgar Selwyn's well known stage play, "The Mirage." This production, a Producers' Distributing Corporation release, starring Florence Vidor, finds that lovely player in a role much different than any she has before essayed.

As Irene Martin, a small town singer, she comes to New York to make her way to fame, joining a show, and gets mixed up with a crowd of "gold diggers" and a typical New York first-nighter, who hires her as a professional entertainer to amuse his guests after the show. In this role Miss Vidor gives us a startling characterization, but keeps that inimitable dignity and sweetness of hers in the offing through it all.

"The Mirage" is a daring story. It has been toned down for picture purposes, but is still spicy enough to make one sit up and look. Clive Brook is most unusual and interesting, to say nothing of his good looks. He is unlike any other screen actor; he's a happy mingling of the practical and the romantic.

Alan Roscoe gives a splendid performance of the sweetheart from back home, who is found wanting in faith when it looks as though the girl is travelling the wrong path.

Credit is also due Vola Vale as Betty Bond, the chorus girl who inaugurates Irene Martin into the ways of the gold digger, Myrtle Vane, as Irene's mother and Charlotte Stevens as the little sister.

George Archainbaud who directed the picture has given it the French touch, handling the most delicate situations in a manner that gives offence to no one.

"The Mirage" is a picture from every viewpoint see it, doesn't it

(Take these stories to your editor)

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"The Mirage," which is an adaptation of Edgar Selwyn's stage play of the same name, is set down to that part of society in which men-about-town, typical New York "gold diggers" move.

The settings in "The Mirage" are gorgeous. No expense was spared in making the scenes of the Knickerbocker Roof, the New York Apartment and the "gold diggers'" apartment.



FLORENCE VIDOR in "THE MIRAGE"
RELEASED BY
PRODUCERS DISTRIBUTING CORP.

One Col. Star Cut No. 1

(Stories to be Used During Run)

Action May
Speak Louder
Than French

EDITORS ALWAYS NEED FILLERS

George Archainbaud, who directed "The Mirage" now playing at the Theatre, is one director who has never appeared in knickers. He says they are not dignified.

Florence Vidor, the beautiful star of "The Mirage" now playing at the Theatre, plays a splendid game of tennis. She is a student of Molla Mallory. Each Sunday she holds tennis teas at her beautiful home in Hollywood.

Clive Brook, who plays a leading role in "The Mirage" which comes to the Theatre, and who recently journeyed from England to make his fame in Hollywood, says the thing that impresses him most about the motion picture industry in this country, is the seriousness with which pictures are made.

Alan Roscoe, who plays the country sweetheart in "The Mirage," now playing at the Theatre, says he is "Scotch, English and French . . . which makes me Irish." He is often cast in Irish roles.

The "prop" man has to know everything. In "The Mirage," now playing at the Theatre, is called upon to set a tea cart properly, and after much figuring he did it. He says it is much harder to set a tea cart than a banquet table.

For the first time in her stage career, Florence Vidor appears on the silver sheet in the costume of a show girl. In "The Mirage," which comes to the Theatre for a run, next she is seen dressed in a Dutch costume and does a song and dance number.

Charlotte Stevens, who plays the role of the little sister in "The Mirage" is a great lover of grand opera. Each summer, for a number of years before coming to Hollywood, she vacationed at Ravinia Park, Chicago, where she heard operas every day for weeks at a time.

Henry Sharp, who photographed "The Mirage" now playing at the Theatre, is a great student of criminology. He has a large collection of books on the subject and hopes some day to go into it deeper. In the meantime he continues to turn out film that is hard to equal from a photographic standpoint. He is responsible for the beautiful effects in the Producers Distributing Corporation release, "Barbara Frietchie" as well as those in "The Mirage."

(Current Story) Star Cured Blues of Leading Man

Standing off to one side, during the filming of "The Mirage," the Producers' Distributing Corporation release starring Florence Vidor and now showing at the Theatre, Clive Brook, who recently came over from England to play opposite Miss Vidor, looked the very personification of lonesomeness.

No one seemed to know what troubled the man. At last Miss Vidor approached him and asked why he looked so sad. "I miss the London fog," said Mr. Brook, ". . . and my tea."

That afternoon Miss Vidor served tea between scenes and George Archainbaud ordered the beverage served each day after that. But neither Archainbaud nor Miss Vidor dared to order a daily fog; they thought the Los Angeles Chamber of Commerce might not like it.

Screen's Loveliest Woman", In Deals Her Remarkable Versatility

E V E N I N G S

"THE MIRAGE" IS A GRIPPING FILM

Florence Vidor Scores In
Picturization of Noted
Selwyn Play

FLORENCE VIDOR AS A SHOW-GIRL

Popular Star Skilfully Handles
Hard Role In
"The Mirage"

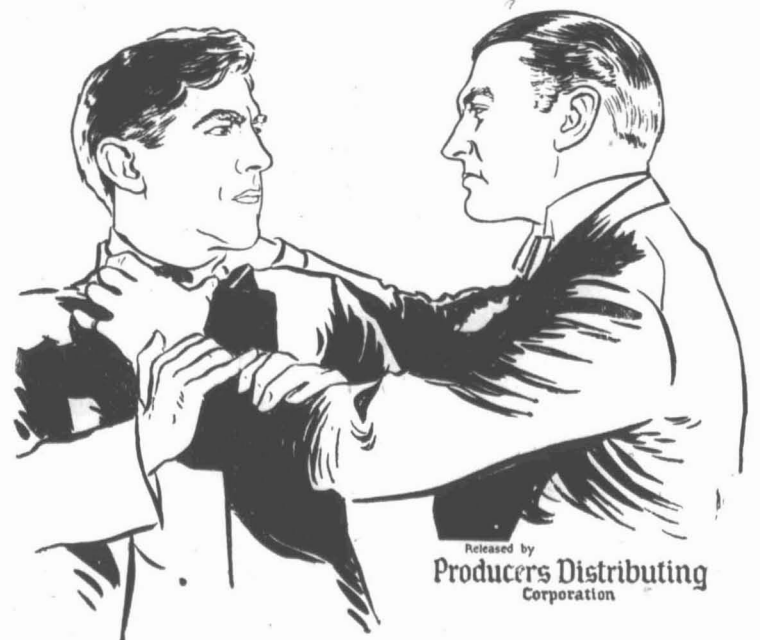
A TRULY GREAT PHOTOPLAY



FLORENCE VIDOR in "The MIRAGE"

With CLIVE BROOK

A powerful story of love and ambition
From the famous stage play by
EDGAR SELWYN



Released by
Producers Distributing
Corporation

The man she loved failed her

again. Friety and will be role ew at y dif- ctured. w-girl, gold- Miss part sacri- d ap- ersion of the oduc- It has icture rtuni- show- n util- ipping ghter, most nglish He of so- sts all alls in oscoe, Vola l and so do Arch- , who , both "The ment.

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"The Mirage" is a daring story. It has been toned down enough to make poses, but is still so interesting, to say one sit up and look. Clive Brook is most unusual and interesting. He is nothing of his good actor; he's a happy like any other screen practical and the romantic.

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In essaying the role of a show girl, whose first starring picture, "The Mirage" comes to the Theatre on Monday, found herself on unfamiliar ground. This part is unlike any she has heretofore portrayed, but, as usual, Miss Vidor was equal to the occasion, and in "The Mirage," she shows us once more that she is an actress of unusual ability and appeal.

"The Mirage," which is an adaptation of Edgar Selwyn's stage play of the same name, is set in the life of a certain class known as "gold diggers" and "men-about-town." The settings in the Knickerbocker Roof, the New York Apartment, and the "gold diggers' apartments" are in re-

Director Finds A Novel Source Of Inspiration

Joe Cook and his "classic line," "And that's just why I will not imitate four Hy-waiians" is forcibly brought to mind during the showing of a certain sequence of scenes in the Producers Distributing Corporation release, "The Mirage," which comes to the Theatre on Monday.

Four Hawaiians not only provided the music during the filming of "wild" party scenes for this picture, but they created the necessary "atmosphere" for the scenes themselves. These four Hawaiians are well known in motion picture circles. They are called, informally, "Hillyer's Hawaiians," for the able director of "Barbara Frietchie." Lambert Hillyer, never directs without them. They play for him before he directs a scene as well as during the direction. George Archainbaud, director for "The Mirage," had heard of the Hawaiians and the inspiration their music affords, so for the

FLORENCE VIDOR in "The MIRAGE"
Released by PRODUCERS DISTRIBUTING CORP.

Two Column Prod. Cut No. 1

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It will be a mistake to miss "The Mirage." It is excellent entertainment.



FLORENCE VIDOR in "THE MIRAGE"
RELEASED BY
PRODUCERS DISTRIBUTING CORP.

One Col. Star Cut No. 1

(Stories to be Used During Run)

Action May Speak Louder Than French

George Archainbaud, who directed "The Mirage," the Producers Distributing Corporation release now showing at Theatre, was directing a difficult scene in which a French maid, who doesn't understand English very well, was playing. Archainbaud gave her directions in French, then when it came time to direct Florence Vidor and Clive Brook in this

ing French and gave fluent directions in his native tongue. Miss Vidor and Mr. Brook took his direction perfectly. When the scene was over Archainbaud remembered and threw up his hands.

"Oh, I told it to you in French and you don't understand that language; how did you know what I wanted?"

"We never listen to you anyway," said Miss Vidor smilingly.

"We just watch your hands and face and do what they tell us."

Director Starts A "Carrot Fad"

The whole company that worked on "The Mirage," the screen version of Edgar Selwyn's famous play, now showing at the Theatre, which stars Florence Vidor, took to no, not to drink, but to eating carrots during the production of that picture.

George Archainbaud, director, and Henry Sharp, cameraman, started it; Alan Roscoe was next in line; then Clive Brook, that dignified, aristocratic English actor, finally.

The grocer next to the studio couldn't understand why a bushel of carrots was ordered each morning. He thought perhaps some pet horse at the studio was being pampered.

mixed up with a crowd of gold diggers and a typical New York first-nighter who hires her as a professional entertainer to amuse his guests after the show. In this role Miss Vidor gives us a startling characterization, but keeps that inimitable dignity and sweetness of hers in the offing through it all.

"The Mirage" is a daring story. It has been toned down for picture purposes, but is still spicy enough to make one sit up and look. Clive Brook is most unusual and interesting, to say nothing of his good looks. He is unlike any other screen actor; he's a happy mingling of the practical and the romantic.

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"The Mirage," which is an adaptation of Edgar Selwyn's stage play of that name, is sensational. It deals with life as it is known to that part of society in which men-about-town typical New York first nighters and "gold diggers" move.

The settings in "The Mirage" are gorgeous. No expense was spared in making the stage scenes of the Knickerbocker Roof, the New York Apartment Roof Garden and the "gold diggers'" apartments as they are in reality.

"The Mirage" is a dramatic play but there are a number of comedy touches, many of which are supplied by Vola Vale in her role of Betty Bond.

Playing opposite Miss Vidor are Clive Brook, noted English actor, and Alan Roscoe. Myrtle Vane and Charlotte Stevens are also in the cast. George Archainbaud, a Frenchman, directs the foreign

... staged "The Mirage."

AN ADVANCE NOTICE
WILL MAKE EVERY

FLORENCE

"THE M

From the Broadway S

She attended an after-theatre party where she received roses. Astonished and resentful, she gave an explanation which offered her an opportunity

To her, money represented the realization of all her dreams. This had ever had no face.

The solution of this tremendous and thrilling story is on screen. You'll enjoy every minute of the Broadway show-girl's life.

Trailers Build Business

National Screen Service, Inc., furnishes good trailers on all Producers' Distributing Corporation Pictures.

On all releases National Screen Service has a Service trailer consisting of main titles, carefully selected scenes and animated sales and subtitles.

Their prices are as follows:

REGULAR TRAILERS

During the first four months of release, \$3.50. (Invoiced at \$5.00, refund of \$1.50 if returned within two weeks.)

Four months after release date, \$1.50. (Invoiced at \$2.50, refund of \$1.00 if returned within two weeks.)

DE LUXE TRAILERS

On certain special productions National Screen Service has a De Luxe trailer consisting of 200 feet of beautiful art titles and scenes. This is in every respect a quality article worthy of the production it advertises.

To non-subscribers of National Screen Service, \$7.50 net. (Invoiced at \$12.50, refund of \$5.00 if returned within two weeks.)

To subscribers of National Screen Service, \$5.00 net.

You can secure a Complete Regular Trailer Service on all productions at nominal monthly service charge.

The following Producers Distributing Corporation exchanges have these trailers in stock:

ATLANTA	DALLAS	DENVER
MINNEAPOLIS	OMAHA	SEATTLE

Ask the booker at any of these exchanges, or order direct from National Screen Service, Inc.

126 WEST FORTY-SIXTH STREET, NEW YORK

845 SOUTH WABASH AVENUE, CHICAGO

You Can Get an Excellent Service Trailer On

"THE MIRAGE"

WIRE OR WRITE, GIVING EXACT PLAY DATES

mixed up with a New York first-nighter, and a typical New York professional entertainer who hires her as a guest after the show. In this role Miss Vidor gives us a startling characterization, but keeps that inimitable dignity and sweetness of hers in the offing through it all.

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"The Mirage" is a picture from every viewpoint you must see it, doesn't it

opinion or have it strengthened, as the case may be.

As Irene Martin, a small town singer, who comes to the city, obtains a place in the Knickerbocker Roof show, and finds herself moving in the kind of society mentioned above. Florence Vidor gives us a rare and delightful characterization. The role is new to her, but she handles it with remarkable skill. The scenes showing Irene Martin, with the rest of the show girls, back stage on the evening of her initial appearance when the first call comes, are pathetically funny. Irene tells Betty Bond, a vivacious blonde, that she is "frightened pink." Whereupon Irene gives her a good shaking, remarking, "Not you, kid! Anybody with enough crust to walk in here fresh from the cow pasture and land a job ain't going to mind a little thing like an audience!"

Strangely enough, Irene accepts this rebuke and the shaking as an act of friendship and Betty does prove herself Irene's friend.

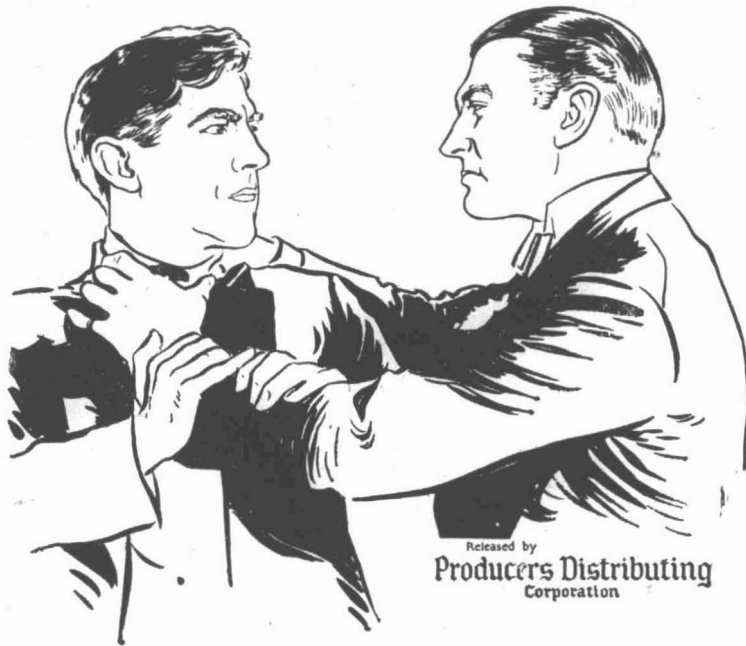
"The Mirage" is a daring story. It treats the old question of the "misjudged girl" in a new and pleasing manner. Playing with Miss Vidor are Clive Brook, Alan Roscoe, Myrtle Vane, Vola Vale and Charlotte Stevens.

George Archainbaud directed.

FLORENCE VIDOR in "The MIRAGE"

With CLIVE BROOK

A powerful story of love and ambition
From the famous stage play by
EDGAR SELWYN



Released by
Producers Distributing
Corporation

The man she loved failed her
when she needed him most but
the "rounder" stood by her to
the end.

A Realistic And Vivid
Chronicle Of Broadway!
Two Column Ad Cut No. 3

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Florence Vidor, star of the picture, who isn't as a rule partial to music while acting, enjoyed the Hawaiians' renditions, as did the others of the cast. Clive Brook, Alan Roscoe, Myrtle Vane, Vola Vale and Charlotte Stevens.

AN ADVANCE NOTICE FOR YOUR PROGRAM THAT
WILL MAKE EVERY READER A PATRON

FLORENCE VIDOR in "THE MIRAGE"

From the Broadway Success by Edgar Selwyn

She attended an after-the-show party and the next morning she received from her host a fifty-dollar bill in a box of roses. Astonished and resentful, she hastened to his office. He gave an explanation which seemed plausible and logical and offered her an opportunity to earn more fifty-dollar bills.

To her, money represented a chance to study and the realization of all her dreams. This was the greatest crisis that she had ever had to face.

The solution of this tremendous problem forms one of the most unusual and thrilling situations ever presented on the screen. You'll enjoy every minute of this gripping story of a Broadway show-girl's life.

(Take these stories to your editor before you run the picture)

Star Drops A Tactful Hint

There is a scene in "The Mirage," the Producers Distributing Corporation release which comes to the Theatre on....., in which Florence Vidor, the star, drops a bunch of cards which Clive Brook, as the lover, has sent with flowers, each card bearing the message, "I love you."

The scene had been rehearsed several times. The last time, George Archainbaud, director, told Miss Vidor that she stood wrong, she talked too soon and she smiled too much. He told Brook that he was too far to the left, wasn't interested enough and that he should smile at a certain point. "Mr. Archainbaud... did the cards act right?" asked Miss Vidor, whereupon the Frenchman laughed and gave the company a rest.

It Was Merely A Figure Of Speech

An uninitiated "listener in" on the stage of a motion picture studio might mistake the "technical" language that is used and put in a call for humanitarian aid.

For instances, during the filming of the scene of "The Mirage," the Producers Distributing Corporation release, starring Florence Vidor, the beautiful star was on her knees before her bed, crying bitterly, when someone called out, "Hit her on the head," which might have sounded cruel to the layman, but to the electrician up on a rafter it only meant: "Train the big spot so the light falls on Miss Vidor's head."

"The Mirage" comes to the Theatre on.....

Paper With Every Element of



Colored Insert

Card (14" x 36")



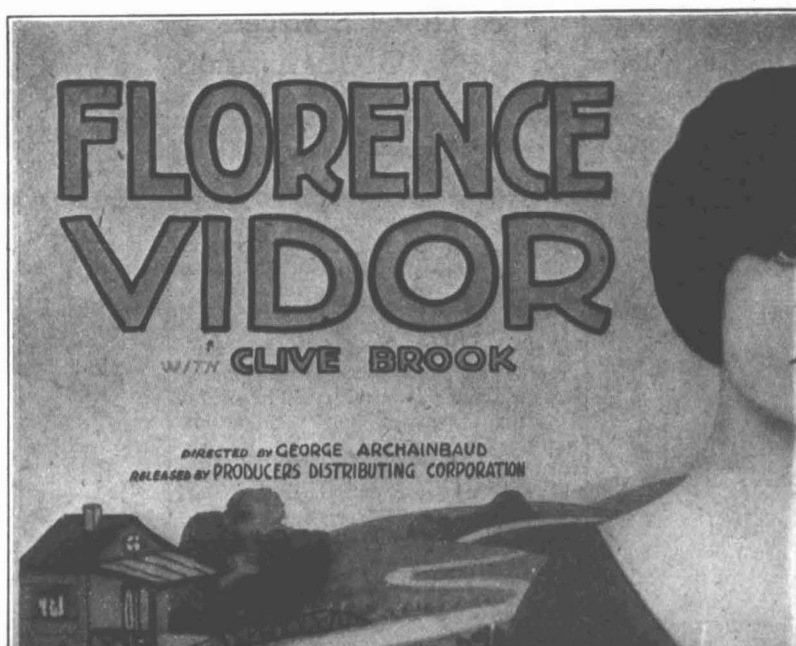
Set of Eight Colored Lobby Cards



Colored Lobby Card (22" x 28")

POST 'EM UP

PACK 'EM IN



lement of Box-Office Appeal

Colored Insert Card (14" x 36")



Beautiful Lobby Cards (Each 11" x 14")

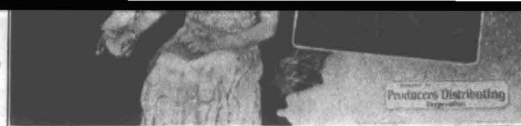
POST 'EM UP

PACK 'EM IN



Colored Lobby Card (22" x 28")





Set of Eight Colored Lobby Cards



Colored Lobby Card (22" x 28")



POST 'EM UP

PACK 'EM IN



One Sheet Poster 1A

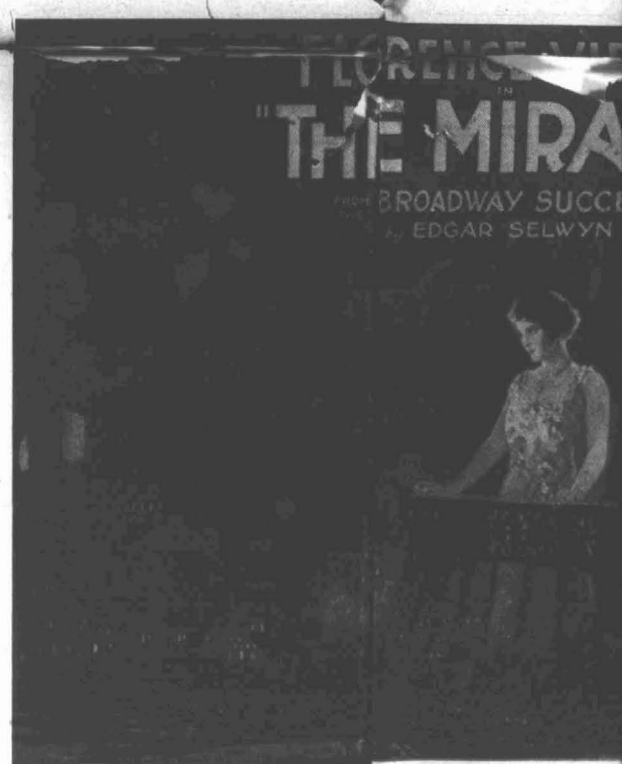


Twenty-four Sheet Poster

A Window Card
That Provokes Interest



Three Sheet Poster 3A



Six Sheet Poster



Beautiful Lobby Cards (Each 11" x 14")

POST 'EM UP
and
PACK 'EM IN



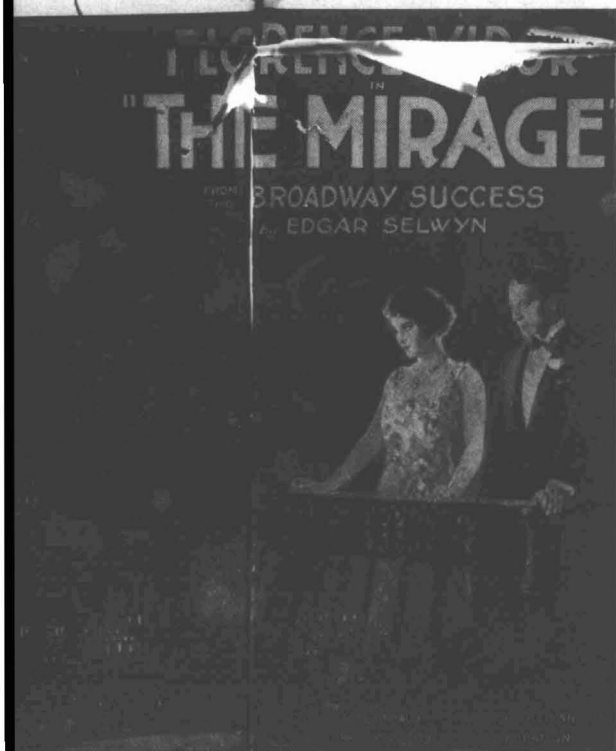
Colored Lobby Card (22" x 28")



Twenty-four Sheet Poster



One Sheet Poster 1B



Six Sheet Poster

A Fascinating Slide
To Bring 'Em In



Three Sheet Poster 3B

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